



Analyzing Advertisements

THIS IS A: Student Assignment ✓ Classroom Activity

SYNOPSIS:

Working in groups, students will analyze and evaluate the strategies and effectiveness of e-cigarette advertisements.

RECOMMENDED GRADE LEVEL: 6TH, 7TH, 8TH

NATIONAL HEALTH EDUCATION STANDARDS MET:

- 2.8.5 Analyze how messages from media influence health behaviors.
- 2.8.6 Analyze the influence of technology on personal and family health.
- 2.8.7 Explain how the perceptions of norms influence healthy and unhealthy behaviors.

REQUIRED MATERIALS:

- Print-outs of 5 Advertisements (if you'd like more than 5 groups, consider adding an image from the collection here: http://tobacco.stanford.edu/tobacco_main/main_ecigs.php)

IN-CLASS TIME: 30 minutes

TEACHING STEPS:

1. As a class, discuss: What is advertising? (promoting a product; trying to influence someone to do, use, or buy something) What are some ways advertisers try to get your attention and encourage you to buy their products? Students may come up with examples such as:
 - Sex appeal/ using product as a "cool" accessory
 - Using celebrity testimonials
 - Attractive models
 - Making it seem socially acceptable or that everyone's using it
 - A catchy phrase or image
 - Appealing to a sense of adventure
2. Tell students that they will be given an advertisement created by an e-cigarette company. They will be evaluating it by answering the following questions about their advertisement example:
 - Who is the target audience?
 - i. remind students that a target audience is who the advertisement is intended for. Examples include: teens, kids, teachers, coaches, adults, working professionals, musicians, college students, athletes, etc).
 - What story or message is the ad telling
 - i. Example: This ad is telling the story that "everyone" vapes, that vaping is socially acceptable, that vaping makes you look cool, that vaping is necessary for a fun night, that vaping is safe, etc.
 - Is the message behind the advertisement true?
 - Do you think the advertisement is effective?
3. Divide students into 5 groups.
4. Distribute one of the 5 advertisement examples to each group.
5. Have the groups work together to answer the questions provided on their print-out.
6. Have students share their advertisement and answers with the class.

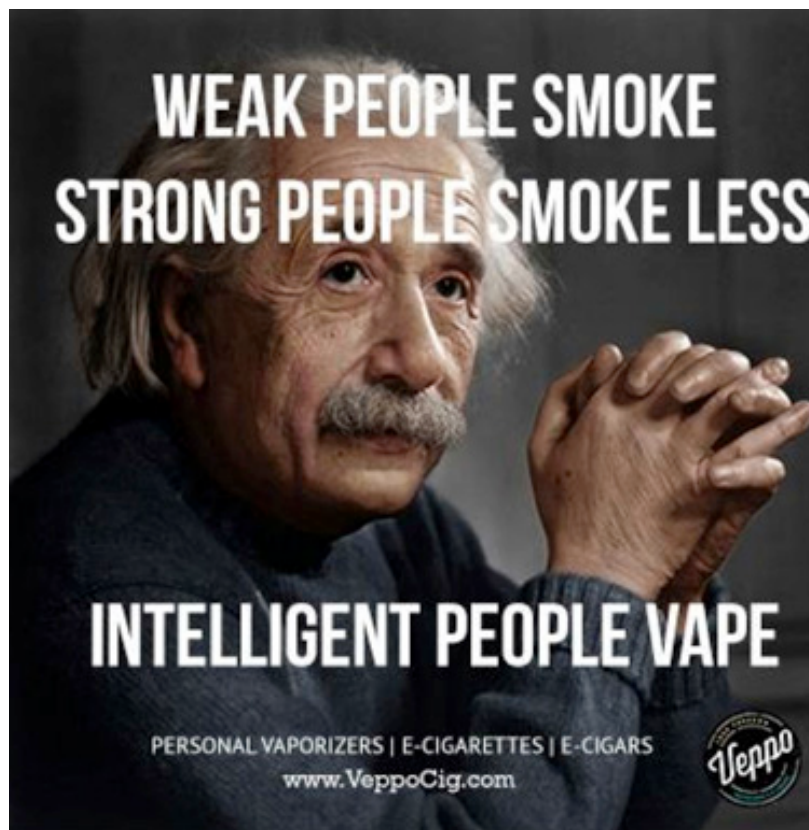
EXTENSION: Have students create a truthful advertisement about e-cigarettes.



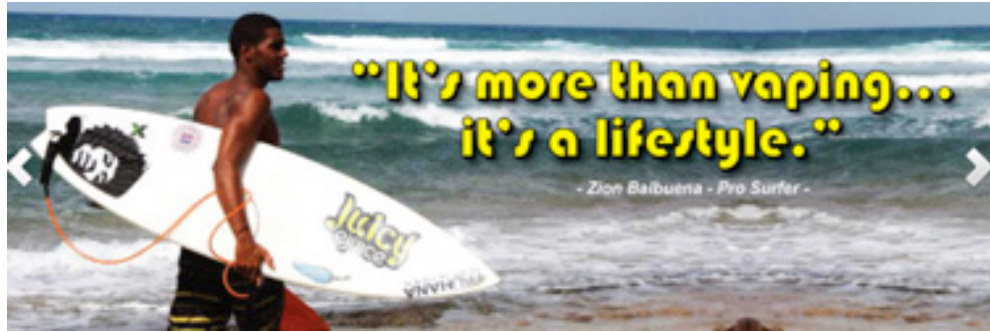
1. Who is the target audience?
2. What story (message) is the ad telling?
3. Is the message behind the advertisement true? Why?
4. Do you think the advertisement is effective? Why or why not?



5. Who is the target audience?
6. What story (message) is the ad telling?
7. Is the message behind the advertisement true? Why?
8. Do you think the advertisement is effective? Why or why not?



1. Who is the target audience?
2. What story (message) is the ad telling?
3. Is the message behind the advertisement true? Why?
4. Do you think the advertisement is effective? Why or why not?



9. Who is the target audience?

10. What story (message) is the ad telling?

11. Is the message behind the advertisement true? Why?

12. Do you think the advertisement is effective? Why or why not?



1. Who is the target audience?
2. What story (message) is the ad telling?
3. Is the message behind the advertisement true? Why?
4. Do you think the advertisement is effective? Why or why not?